



## LODI CITY COUNCIL

Carnegie Forum  
305 West Pine Street, Lodi

## "SHIRTSLEEVE" SESSION

Date: September 10, 2019

Time: 7:00 a.m.

\*and via conference call:

1311 Midvale Road  
Lodi, CA 95240  
&  
437 E. Elm Street  
Lodi, CA 95240

For information regarding this Agenda please contact:

**Jennifer M. Ferraiolo**  
City Clerk  
Telephone: (209) 333-6702

### Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 Receive Information Regarding Downtown Lodi Valet Parking Request (PW)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Jennifer M. Ferraiolo  
City Clerk

*All staff reports or other written documentation relating to each item of business referred to on the agenda are on file in the Office of the City Clerk, located at 221 W. Pine Street, Lodi, and are available for public inspection. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation contact the City Clerk's Office as soon as possible and at least 72 hours prior to the meeting date. Language interpreter requests must be received at least 72 hours in advance of the meeting to help ensure availability. Contact Jennifer M. Ferraiolo at (209) 333-6702. Solicitudes de interpretación de idiomas deben ser recibidas por lo menos con 72 horas de anticipación a la reunión para ayudar a asegurar la disponibilidad. Llame a Jennifer M. Ferraiolo (209) 333-6702.*



## CITY OF LODI COUNCIL COMMUNICATION

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**AGENDA TITLE:** Receive Information Regarding Downtown Lodi Valet Parking Request

**MEETING DATE:** September 10, 2019 (Shirtsleeve Session)

**PREPARED BY:** Public Works Director

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**RECOMMENDED ACTION:** Receive information regarding Downtown Lodi Valet Parking Request.

**BACKGROUND INFORMATION:** The Brick House restaurant is located at 27 West Elm Street across from Lodi Cinema 12. It is an Italian restaurant with a lounge and is scheduled to open for business on September 8, 2019. While valet parking is common in other cities, the practice is new to our downtown area.

The owner of the Brick House has requested the City allow valet parking service exclusively for their customers as they currently do at their Elk Grove establishment. The valet parking service will require two public parking spaces near the corner of Elm Street and Sacramento Street to be converted to a valet parking attendant station during afternoon and evening hours, Thursday through Saturday. In return, the restaurant valet service will utilize up to 28 private parking spaces, which are not available for public use. By conducting valet service, up to 28 public parking spaces will remain available for downtown parking that would otherwise be occupied by patrons of the Brick House.

Initially, staff is utilizing a temporary encroachment permit to secure the appropriate insurance coverage and identify terms and conditions for the valet parking service. Ultimately, staff will either recommend a Public Works policy or an amendment to the Lodi Municipal Code to establish valet parking regulations.

Council will receive a presentation from Staff outlining the background of the valet parking request and outline possible steps to be taken for future valet parking in the downtown area.

**FISCAL IMPACT:** Not applicable.

**FUNDING AVAILABLE:** Not applicable.

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Charles E. Swimley, Jr.  
Public Works Director

CES/LC/tdb

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**APPROVED:** \_\_\_\_\_  
Stephen Schwabauer, City Manager

The City of Lodi  
**Public Works  
Engineering**



# Lodi Downtown Valet Parking Request

September 10, 2019



# Presentation Outline

- The Business – The Brick House
- Current Parking Situation in Downtown Lodi
- Proposed Valet Parking Service
- Benefit of Valet Parking Service
- Next Steps
- Questions







# The Brick House

Italian Restaurant and Lounge  
Expect to open September 2019





# The Brick House

## Existing Business in Old Town Elk Grove







# Existing Downtown Parking





# Proposed Valet Service

## Proposed Valet Parking







# Proposed Valet Service

- Operation hours - Thursday thru Saturday, 3pm to 11pm
- 2 to 3 attendants on shift, depending on volume
- Valet service will be provided by a fully insured valet service company
- Expect 30 to 60 vehicles per day



# Benefits of Valet Parking Service

- Customer convenience
- Less stress for customers looking for parking
- Security
- Reduce traffic flow in downtown
- Create upscale image for the business



# Benefits of Valet Parking Service

- The downtown area gains up to 28 parking spaces from privately owned parking lot in downtown area
- Allow otherwise taken parking spaces for other businesses
- Decrease vehicle traffic looking for a parking space
- Allow businesses to acquire more potential customers otherwise discouraged from parking situation





# Valet Parking in Sacramento

- City of Sacramento allow permitted valet parking service on public right-of-way

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## VALET PERMITS

Valet permits allow licensed valet companies to run valet service in designated locations. Submissions must be received a minimum of 72 hours prior to the valet event date.

Conducting valet operations without a valid permit will subject the valet company to penalties and fines pursuant to Sacramento City Code 10.46

All documentation must be submitted to apply for a Valet Permit. Please view all links below and follow all instructions to properly file a request.

[Sample Traffic Route](#)

[Valet Authorization Form](#)

[Valet Insurance Requirements \(for Ordinance\)](#)

[Valet Permit Application](#)



# Next Steps

- Establish a permit program to regulate valet parking service request
  - Only applies to downtown district
  - Only allow service if there is a net gain of available parking spaces in the area
- Amend Lodi Municipal Code, Chapter 10 – Vehicle and Traffic, to define Valet Parking
- Other items: insurance and terms of service
- May require annual renewal

# Questions?



Valet Parking  
Services